

FIGURE 1






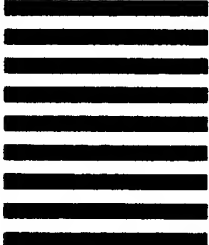





<p>Registration number: _____          (your registration number is on the small cards at the back of this book)</p> <p>Your Name: _____          Address: _____          City, State, Postal Code: _____          Telephone Number (in case we can't read your writing): _____          E-mail Address: _____          (don't give us your e-mail address if you don't want to be on our e-mail list)</p> <p><input type="checkbox"/> Donate my sales commission to the following charity:          (to donate anonymously, specify a charity and don't give us your name and address)</p> <p>Prices and offers subject to change without notice.</p>	
<p>Recommend <i>Hearts And Minds</i> to your friends! Your friends will get \$5 off, plus we'll pay you \$2.25 (15%) sales commission for each book ordered with your registration number. Or you can donate your commissions to a school, church, or organization. Photocopy the cards as often as you wish. Mail this card or register at <a href="http://www.FriendshipCenter.com/hearts/">http://www.FriendshipCenter.com/hearts/</a></p>	
<p>Bookstores: call (877) APHRODITE to order books with cards to advertise your bookstore.</p>	
<p>Bind postcard at front of book, small cards at back of book. Piggy bank faces out. Postcards are 4"x9". Recommendation cards are 2"x3".</p>	
<p>Perforate dotted lines. <b>OUTSIDE SPINE</b></p>	
<p>Bookstores: call (877) APHRODITE to order books with cards to advertise your bookstore.</p>	
<p>TOP</p>	<p>Perforate dotted lines.</p>
<p>"The opposite sex will make sense to you after reading this book."          — John Gray, Ph.D., author of  <i>Men Are From Mars, Women Are From Venus</i></p> <p><b>HEARTS AND MINDS</b>          HOW OUR BRAINS ARE          HARDWIRED FOR RELATIONSHIPS</p>  <p><b>Thomas David Kehoe</b></p>	<p>"The opposite sex will make sense to you after reading this book."          — John Gray, Ph.D., author of  <i>Men Are From Mars, Women Are From Venus</i></p> <p><b>HEARTS AND MINDS</b>          HOW OUR BRAINS ARE          HARDWIRED FOR RELATIONSHIPS</p>  <p><b>Thomas David Kehoe</b></p>
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FIGURE 2

	
<p>HEARTS AND MINDS BLOGISTICS LLC 5757 ARAPAHOE AVE STE D2 BOULDER CO 80303-9912</p>	
	<p>POSTAGE WILL BE PAID BY ADDRESSEE</p>
<p><b>BUSINESS REPLY MAIL</b> FIRST-CLASS MAIL PERMIT NO. 361 BOULDER, CO</p>	
<p>NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES</p>	
<p>Booksstores: call (877) APHRODITE to order books with cards to advertise your bookstore.</p>	
<p>Perforate dotted lines.</p>	<p>Bind postcard at front of book, small cards at back of book. Piggy bank faces out.</p>
<p><b>INSIDE SPINE</b></p>	
<p>Booksstores: call (877) APHRODITE to order books with cards to advertise your bookstore.</p>	
<p> I recommend <i>Hearts And Minds</i>. Call toll-free 1-877-APHRODITE (1-877-274-7634) and get \$5 off the retail price. That's just \$14.95. Or visit <a href="http://www.FriendshipCenter.com/hearts">http://www.FriendshipCenter.com/hearts</a> To get your discount you'll need this registration number: <b>012345</b></p> <p>Prices and offers subject to change without notice.</p>	<p> I recommend <i>Hearts And Minds</i>. Call toll-free 1-877-APHRODITE (1-877-274-7634) and get \$5 off the retail price. That's just \$14.95. Or visit <a href="http://www.FriendshipCenter.com/hearts">http://www.FriendshipCenter.com/hearts</a> To get your discount you'll need this registration number: <b>012345</b></p> <p>Prices and offers subject to change without notice.</p>
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**FIGURE 3**





Perforate dotted lines.	<b>INSIDE SPINE</b>	Bind cards at back of book.	TOP
<i>I recommend</i>  <b>Hearts And Minds: How Our Brains Are Hardwired For Relationships by Thomas David Kehoe</b> <i>Available at</i>		<i>I recommend</i>  <b>Hearts And Minds: How Our Brains Are Hardwired For Relationships by Thomas David Kehoe</b> <i>Available at</i>	
<i>I recommend</i>  <b>Hearts And Minds: How Our Brains Are Hardwired For Relationships by Thomas David Kehoe</b> <i>Available at</i>		<i>I recommend</i>  <b>Hearts And Minds: How Our Brains Are Hardwired For Relationships by Thomas David Kehoe</b> <i>Available at</i>	

FIGURE 4

